

NEW HAMPSHIRE STATE LIQUOR COMMISSION
MARCH 23, 2005, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Glenrothes Single Malt Scotch)
 - b. Test Market Request (3 Gran Centenario products)
 - c. Test Market Result (Codes #2632, #2759 & #1289)
 - 2) Line Extension Request (Cruzan Dark Rum, 750ML)
 - 3) Recommended Price Reduction Delisted Products (Dirty Olive)
 - 4) Addition to Hot Brands (Makers Mark Bourbon)
 - 5) One-Time Buy Request (Johnnie Walker)
 - 6) Grey Goose Flavors Line Pricing Request
 - 7) May Special Offers:
 - a. 2 additional items – Horizon Beverage Company
 - b. 5 revised offers – Horizon Beverage Company
 - c. 7 revised offers – United Beverages, Inc.
 - d. 2 revised offers – United Beverages, Inc.
- B. WINES:
 - 1) Summer Wine Programs
 - 2) Special Offers for May 2005:
 - a. 44 items – E & J Gallo Winery
 - b. 1 item – United Beverages, Inc.
 - 3) Nicolas Potel Burgundy Order
 - 4) Olivier Leflaive Burgundy Order
 - 5) Louis Jadot Burgundy Order
 - 6) AV Imports Sweepstakes
 - 7) Bose Wave Sweepstakes

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- 8) Fat Bastard Golf Driver Sweepstakes
- 9) Primary Source Submissions (6 exclusive marketing agent)

III. ENFORCEMENT & LICENSING REPORTS

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford